



Federal Acquisition Service

Authorized Federal Supply Schedule Catalog/Price List

On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order are available through GSA Advantage!®, a menu-driven database system. The INTERNET address for GSA Advantage!® is: <http://www.gsaadvantage.gov>.

Advertising and Integrated Marketing Solutions (AIMS)

Federal Supply Schedule Solicitation No 7FCB-H2-070541-B, for Multiple Award Schedule 541, entitled Advertising & Integrated Marketing Solutions (AIMS)

Contract Number: GS-07F-0539X

Contract Period: June 1, 2011 through May 31, 2016

For more information on ordering from Federal Supply Schedules, click on the GSA Schedules link at: www.gsa.gov.

Contractor:

Brandt Information Services
501 North Duval Street
Tallahassee, FL 32301
Phone number: (850) 577-4900
Fax number: (850) 681-3952
Web address: www.brandtinfo.com



Contractor's Administration Source:

Mr. Michael Hare
Brandt Information Services
501 North Duval Street
Tallahassee, FL 32301
Phone number: (850) 577-4900
Email address: surveys@brandtinfo.com

Business Size: Small Business

Customer Information

1a. Awarded Special Item Numbers (SINS):

Contract # GS-07F-0539X SIN: 541-4A Description: Market Research and Analysis Services

1b. Lowest Priced Service and Price for each SIN:

(Government net price based on a unit of one)

<u>SIN</u>	<u>MODEL</u>	<u>PRICE</u>
541-4A	Junior Consultant	\$28.69/hr

Please see **Appendix A** and **B** for **Price List**.

1c. Hourly Rates: Please see **Appendix A** for the Commercial Price List.

2. Maximum Order*: \$1,000,000.00 per SIN.

*If the best value selection places your order over the Maximum Order identified in this catalog/pricelist, you have an opportunity to obtain a better schedule contract price. Before placing your order, contact the aforementioned contactor for a better price. The contractor may (1) offer a new price for this requirement (2) offer the lowest price available under this contract or (3) decline the order. A delivery order that exceeds the maximum order may be placed under the schedule contract in accordance with FAR 8.404.

3. Minimum Order: \$100.00

4. Geographic Coverage (Delivery Area): Domestic, 50 states, Washington, DC, Puerto Rico, US Territories and to a CONUS port or consolidation point for orders received from overseas activities

5. Point of Production: Tallahassee, FL

6. Discount from List Prices: Prices listed are GSA Net, Discount Deducted.

For calculation of the GSA Schedule price (price paid by customers ordering from the GSA Schedule, and the price to be loaded in to GSA Advantage), the contractor should deduct the appropriate basic discount from the list price and add the prevailing IFF rate to the negotiated discounted price (Net GSA price). Current IFF rate is 0.75%.

7. Quantity discounts:

+0.1% > \$250,000 or

+0.25% > \$499,999 or

+0.5% > \$749,999 or

+0.75% > \$999,999

8. Prompt Payment Terms: Net 30 days.

9a. Government Purchase Cards are accepted at or below the micro-purchase threshold.

9b. Government Purchase Cards are accepted above the micro-purchase threshold.

10. Foreign Items: None

11a. Time of Delivery: To be determined at time of task order.

11b. Expedited Delivery: Services are available for expedited delivery; however, this must be discussed at time of order placement and depends on size and nature of order.

11c. Overnight and 2-Day Delivery: Overnight and 2-day delivery are available. Contact the Contractor for rates.

11d. Urgent Requirements: Agencies can contact the Contractor's representative to affect a faster delivery. Customers are encouraged to contact the contractor for the purpose of requesting accelerated delivery.

12. F.O.B. point(s): Destination

13a. Ordering Address:

Brandt Information Services

501 North Duval Street

Tallahassee, FL 32301

13b. Ordering Procedures: For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's) are found in Federal Acquisition Regulation (FAR) 8.405-3.

14. Payment Address:

Brandt Information Services

P.O. Box 1677

Tallahassee, FL 32302

15. Warranty Provision: Standard Commercial Warranty. Customer should contact contractor for a copy of the warranty.

16. Export Packing Charges: Not applicable.

17. Terms and Conditions of Government Purchase Card Acceptance: (any thresholds below or above the micro-purchase level)

18. Terms and Conditions of Rental, Maintenance, and Repair (If Applicable): Not applicable.

19. Terms and Conditions of Installation (If Applicable): Not applicable.

20. Terms and Conditions of Repair Parts Indicating Date of Parts Price Lists and Any Discounts from List Prices (If Applicable): Not applicable.

20a. Terms and Conditions for Any Other Services (If Applicable): Not applicable.

21. List of Service and Distribution Points (If Applicable): Not applicable.

22. List of Participating Dealers (If Applicable): Not applicable.

23. Preventive Maintenance (If Applicable): Not applicable.

24a. Special Attributes Such As Environmental Attributes (e.g. recycled content, energy efficiency, and/or reduced pollutants): Not applicable.

24b. Section 508 Compliance for EIT:

SECTION 508 COMPLIANCE INFORMATION IS AVAILABLE ON ELECTRONIC AND INFORMATION TECHNOLOGY (EIT) SUPPLIES AND SERVICES AND SHOW WHERE FULL DETAILS CAN BE FOUND. THE EIT STANDARDS CAN BE FOUND AT WWW.SECTION508.GOV

25. DUNS Number: 175072271

26. Notification Regarding Registration in Central Contractor Registration (CCR) Database: Currently active.

Company Overview

Supporting Public and Private Decision Making

Sound economic data guides and informs policy makers to make wise investment decisions. Both public and private entities use accurate economic statistics to create jobs and spur commerce. When you maintain high data integrity and response rates in surveys, you will have more objective information to analyze, disseminate and thus maintain the Nation's economic recovery.

As we mention in this price list, we achieve both high data quality and high response rates in our surveys for labor statistics agencies. We recommend you use Brandt to collect and help you analyze essential economic information that supports decisions in the business and labor communities.

Providing Labor Market Surveys

Our experience demonstrates that we are specialists in labor market statistics, are able to perform large surveys across the United States and meet the project expectations of the U.S. Department of Labor.

Brandt has provided labor market information survey services since 2000. Brandt is currently working on the BLS Green Goods and Services Survey (www.bls.gov/green/). In addition to the subject matter expertise gained performing the BLS Green Goods and Services Survey (GGS), our team will meet or exceed all of your data confidentiality requirements. This includes our staff signing BLS Agent Agreements to maintain confidentiality, taking BLS Online Security Training, and having a BLS representative on-site to inspect our facilities. Brandt adheres to BLS standards of data confidentiality and site security.

We have also worked with six States providing these labor market information survey services, including the States of Alabama, Alaska, Florida, Georgia, Maine, and Massachusetts. Brandt has recently completed the largest green jobs survey in the United States to date, the State of Florida Green Jobs Survey, which included 54,000 survey units. This will only be exceeded by the BLS Green Goods and Services Survey of 115,000 survey units.

Experienced Professionals

Our team delivers on time and on budget. We will help you collect and analyze data to accomplish your specific labor statistics goals.

Our 30 person team has more than 50 years of combined labor market information experience, with over 30 years of this experience among the management team. All of our surveys are performed by a dedicated team of labor market information interviewers. Key team members of our staff include Mr. George Foster, former Economist Manager for the State of Florida, who led a team that designed a Florida Survey instrument and methodology. Mr. Foster, has designed research and analysis studies and prepared reports for the workforce and economic development communities in Florida for over 30 years. He has worked on the Occupational Employment Statistics (OES) Survey, Current Employment Statistics (CES) Survey and Florida Job Vacancy Survey. Additionally, he has worked with a cognitive testing expert to evaluate and improve a survey.

Our Survey Supervisor, Adrienne Johnston, manages the data collection performed by a team of more than 30 skilled survey interviewers. She has managed our team on projects such as a Job Vacancy Survey for the states of Florida and Massachusetts, Green Jobs Surveys for the Bureau of Labor Statistics and the states of Alabama and Georgia, and Customer Satisfaction Surveys for the state of Alaska and Massachusetts. Her dedication to implementing successful data mapping and CATI interview scripts is shown by our achievement of desired completion percentages.

Printing and Handling of Survey Forms

Brandt has the ability to design, print, mail, receive, scan, data entry, and edit reconcile survey forms. Our print subcontractor maintains a Forestry Stewardship Council Chain of Custody certification, ensuring the highest social and environmental standards. They are U.S. Government Printing Office (GPO) Quality Level III vendor which will meet or exceed your standards of print accuracy and consistency. Brandt's scanning technologies and data collection system allow for timely tracking and entry of returned mailers. Brandt's system allows each mailed survey instrument to be processed with an extremely high degree of certainty and precision.

Security

Brandt is approved as a BLS agent for performance of the Green Goods and Services Survey. Our site has been inspected for full-site logical, physical, and administrative security requirements. Our headquarters staff have signed BLS Agent Agreements and undergone security training. Our site's production areas are all secured with a multi-layer approach to facility security. Your data will be safe with Brandt.

Contracting Capabilities

Brandt is a currently approved vendor for the GSA Schedule 541, SIN 541-4A, AIMS - Market Research & Analysis Services and GSA Schedule 70, SIN 132-51, IT Services, Government Printing Office. We have also applied for the Schedule 874, SIN 874-3, Mission Oriented Business Integrated Services (MOBIS) Survey Services. We anticipate that we will be awarded a contract shortly.

Conclusion

We urge you to move forward on this important opportunity. The current recession and its associated workforce issues will transform the needs of our Nation. In addition, your goal is to improve the timeliness, accuracy, and relevance of information of the labor market. We are ready to help.

Brandt Advertising and Integrated Marketing Solutions Service Offerings

Brandt's professionals are skilled in the fields of labor market statistics. We provide strategic and cost-effective implementation support based on our clients' specific needs. We collect, analyze, and disseminate essential economic information to support public and private decision making.

Market Research and Analysis Services (SIN 541-4A)

- Preparing/distributing surveys and compiling/analyzing results
- Establishing call centers

Pricing Options

Pricing Options

Brandt is offering two attractive options for purchasing our survey solutions: per completion and hourly. By purchasing from our contract, you must choose one of the pricing structures. All systems development costs are included in the per completion pricing. We have flexible billing arrangements that will meet your budget and procurement needs.

Per Survey Completion Pricing Model

The Per Survey Completion option allows payment for each survey interview completion. This option is tiered by the number of questions included in each of your surveys. Systems development is included in the per completion pricing. With either pricing option, we will guarantee response rates, such as a 70% response rate of the usable sample.

- Conducting telephone interviews, preparing/distributing surveys, and compiling/analyzing results with **15 or less questions** in the survey. \$10.83/per completion
- Conducting telephone interviews, preparing/ distributing surveys, and compiling/ analyzing results with **16 or more questions in the survey.** \$19.45/per completion

OR

Hourly Pricing Model

With the hourly pricing option, Brandt will work with you to either establish a per hour statement of work or to develop labor estimates for your project. We can then either provide a fixed price contract based on our GSA hour rates and project labor estimates, or get a contract in place where you are billed actual time worked.

- Principal. \$105.49/hour
 - 5+ years experience; Master's Degree equivalent.
- Senior Consultant. \$66.68/hour
 - 2+ years experience; Master's Degree equivalent.
- Consultant. \$37.14/hour
 - 2+ years experience; Bachelor's Degree equivalent.
- Junior Consultant. \$28.69/hour
 - Related experience and/or education.